

# The Biggest Travel Exposition of the Summer

## 2012 Taipei Tourism Exposition Exhibition Invitation Proposal

**Exhibition Date:** Friday – Monday, 25<sup>th</sup> May – 28<sup>th</sup> May, 2012

**Exhibition Time:** 10:00 a.m. ~ 6:00 p.m.

**Exhibition Venue:** Exhibition Hall 1, Taipei World Trade Center  
(No. 5, Sec. 5 Xinyi Road, Taipei City)

**Advisers:** Tourism Bureau, Ministry of Transportation and Communications  
Taipei City Government  
Travel Agent Association of Taiwan

**Organisers:** Taipei Association of Travel Agents & Top Link International  
Exhibition Co., Ltd.



2012  
Taipei  
Tourism  
Expo

[www.tte.tw](http://www.tte.tw)

## A bright new page in tourist development; unlimited opportunities in the tourism industry

The tourist sector has, in recent years, become the brightest sector of the service industry, creating more job opportunities compared than any other. From policy development to job fairs, both in- and out-bound tourist markets are offering unlimited opportunities. In 2010, visitors to Taiwan set a record high of 55.67 million people. At the same time, Taiwanese citizens were granted visa-free or visa-on-arrival in 96 countries, allowing our people to travel with greater freedom and ease while attracting more of our international friends to visit us in Taiwan. 2012 is set to become the opening year for Taiwan's new century of tourism. Not only will we complete our "100 heart-moving travel routes" and "a taste of real Taiwan", we will also endeavor to give our visitors a value-added "heart-moving" service and rapidly improve Taiwan's tourism industry. Under such favorable conditions and supportive policies from the government, we will obtain new places of origins of overseas tourists and at the same time promote in-depth tours of our local destinations for our own people in a new page of Taiwanese tourist industry.

Under the leadership of the Tourism Bureau, Ministry of Transport and Communications, we have established Taipei Tourism Exposition (TTE) together with Taipei Association of Travel Agents (TATA) and Top Link International Exhibition Company, attracting 380 companies with 780 booths, creating the largest tourist exposition of its kind in 41 years. Over the 4 days of exposition, we have created a surprising public response with 188,291 visitors and 938 articles broadcasted in mass media. The exposition's closing ceremony was passionately supported by all participating companies to successfully bring on the great prospects of summer vacation.

## A Landmark of Tourist EXPOSITIONs Featuring a Synergistic Combination of Showcases and Sales

Taipei Tourist Exposition (TTE) has always being centered round the biggest summer exposition. We had successfully created an exposition of the largest scale for the first half of the year by increasing exhibition opportunities for all our participant exhibitors via tourist package presentations, welcoming dinners, large stage performances, conferences of tourist service industries, online tours and early bird sale programs and other means, and helped to create a dynamic development of our tourism sector, continuously reviewing industry needs to improve visiting benefits to our exposition.

TTE 2012 will be held in Hall 1 of Taipei World Trade Center on the 25<sup>th</sup>-28<sup>th</sup> of May. We have seized the best time, and we are seeing great success to foment a booming tourist season. TTE will provide showcases of tourist brands and provide actual service platforms in addition to actively promoting sales channels. TTE will be your best exposition platform with guaranteed quality and quantity of visitors, and will be perfect in its execution as we carry out our role of providing the best communication forum for both companies and consumers, allowing you to be in charge of your summer holiday opportunities with the highest precision. This summer's largest exposition, TTE 2012, welcomes your participation so that we may rise to new heights together!

Taipei Association of Travel Agents  
Chief of Director **Hsu Yang-Zhe**  
Cordially Invites You



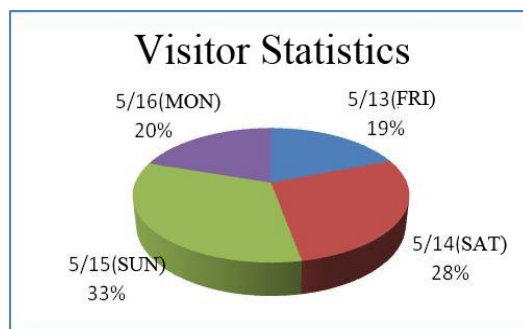
## 2011 Exhibition Records

TTE 2011 was held on 13<sup>th</sup>-16<sup>th</sup> May at Hall 1 of Taipei World Trade Center, and closed after witnessing great success! We received a total of 188,291 visitors over the 4 days of exposition, with 17 travel package presentations, and had the participation of over 11 countries and 13 county governments! Online visitors to our web-based exhibits also exceeded 500,000.

By combining the various results of TTE 2011, we predict that TTE 2012 will be yet another continuation of our accumulated successes and experience. The standards of TTE will be pushed even higher to create an exposition with wider perspective and the largest gathering of tourists of this summer with our visitors and exhibitors!

### 一、Visitor Statistics

Day	Date	Visitors
1 <sup>st</sup> day	5/13(FRI)	36,127
2 <sup>nd</sup> day	5/14(SAT)	52,423
3 <sup>rd</sup> day	5/15(SUN)	62,178
4 <sup>th</sup> day	5/16(MON)	37,563
	Total	188,291

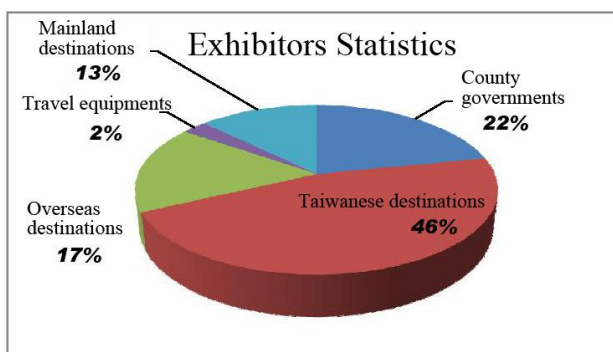


### 二、Exhibitors Statistics

◎ 【380 companies exhibited in TTE 2011, with 780 booths】

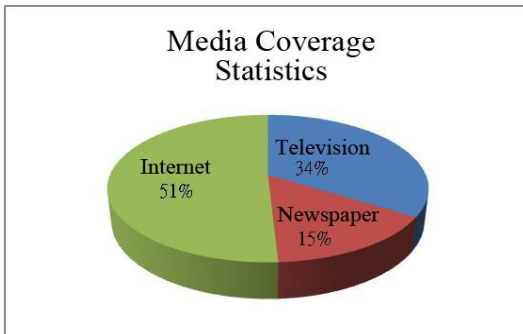
Local travel agencies made up the most of the exhibitors (46%), followed by county governments (22%) and foreign or Chinese mainland destinations (17% and 13% respectively).

Company Type	Exhibitors
County government	83
Taiwanese Destinations	215
Overseas Destinations	48
Traveling Goods	18
Mainland Destinations	16
Total	380



三、 Media coverage statistic

318 articles were broadcasted on television media, 142 on printed newspaper media and 477 web-based coverages, with a total of 938 news articles.



四、 Participation of Foreign Offices of Tourism

America Development Promotion Agency	Tourism Board of Guam	Japan National Tourism Organization
Hong Kong Tourism Board	Macau Government Tourist Office	Tourism Malaysia
Korea Tourism Organization	Tourism Authority of Thailand	Philippines Department of Tourism
Africa Taiwan Economic Forum	Fiji Trade & Tourism Representative Office	



## Exhibition Plan

The “2012 Taipei Tourism Exposition” will be held in hall 1 of the Taipei World Trade Center, with 5 major exhibition areas:

- 1. County City Governments** — Tourism Bureau, Ministry of the Interior National Park, Construction and Planning Agency, Council of Agriculture Forest Service, County and city tourism, Veterans Association State Farm, Hakka council, Council of Indigenous Peoples, Youth Commission, Chunghwa Telecom Taiwan Post, Taiwan Tobacco and Liquor Corporation, Taiwan Railway Administration ... etc.
- 2. Overseas tourism** – foreign tourism promotion agencies in Taiwan, airlines, travel agents product packages, cruise and rail travel, golfing holidays, overseas booking reservation systems, real-time sales network systems ... etc.
- 3. Taiwan Domestic tourism** — International tourist hotels, amusement theme parks, famous resorts, famous travel agent package tours, train travel, bus sightseeing, resort hotels, youth tourism, eco-tourism, islands holidays, SPA recreational B&B, accommodation coupons, gifts ... etc.
- 4. Cross-strait tourism** — Mainland provinces and municipal tourism, provinces and municipalities groups tours, custom tours, including famous scenic spots, restaurants and a variety of tour packages ... etc.
- 5. Travel products** — car rental in Taiwan, travel books, travel luggage, backpacks, bikes, travel paraphernalia, souvenirs, satellite navigation ... etc.

## Marketing Events/Exchange

- 1. Product Press** – Early exposure for fantastic products, introduced ahead of the exhibition, part of exhibition campaign.
- 2. Online Exhibition** – Online tourism exhibition, travel Q&A and discounts, warm-up event for the exhibition.
- 3. Officials and Celebrities Opening Ceremony** — Grand opening performance, prelude for the exhibition, attracts media attention, effectively increasing exposure.
- 4. Tourism Product seminar** – Novel travel products, plans, great opportunity for exposure, generates great numbers of customers.
- 5. Stage Dance Zone**– Exotic dance performances, exciting performance events generating lively atmosphere.
- 6. Industry Mixer** – B2B mixer and exchange categorized by travel product and region.
- 7. Daily Luck Draw** — superior valued prizes, daily luck winners, generates willingness to participate.
- 8. 1 Dollar Auctions** — superior valued travel products, attracts crowds with super low bidding prices.
- 9. Travel Experts Appearances** — Interactive experience with travel experts, writers, and stars.



## Basic Info

### ◎Supervising Bodies

Tourism Bureau 、 Taipei City Government 、  
National Federation of the Republic of China Association of Travel Agents

### ◎Event Host

#### ■ Taipei City Travel Business Industries Association

Address: No. 20, 6th Floor, Siping Street, Taipei City, 10458

Tel: (02) 2531-2191 Fax: (02) 2541-5825

#### ■ Top Link International Exhibition Co., Ltd.

Address: No. 552, 11th Floor, Chung Hsiao East Road, Taipei, 11081

Tel: (02) 2759-7167 Fax: (02) 2759-6067

### ◎Location

Taipei Trade Center Hall 1 (No. 5, Sec. 5, Xinyi Road, Taipei City, 5)

◎Date May 25th to May 25th, 2012 (Friday to Monday) 10:00 AM to 6:00 PM

## Rights of Participants

Free participation and attendance at the following events:

- Online Exhibition
- Opening Ceremony
- Pre-Exhibition Press
- Tourism Products Seminar
- Event Stage Performance
- Welcome Dinner

The Event Host reserve the right to modify the content aforementioned events

## Event Schedule

Date	Event	Hours
May 22 <sup>th</sup> (Tue)	Pre-exhibition Press	13:00-15:00
May 23 <sup>th</sup> , 24 <sup>th</sup> (Wed, Thu)	Booth Renovation	07:00-17:00 (May 23th) 08:00-17:00(May 24 <sup>th</sup> , work-pass 14:00-17:00)
May 25 <sup>th</sup> (Fri)	Opening ceremony	10:00-11:00
	Exhibition and Event Stage Performance	10:00-18:00
	Welcome dinner for participants	18:30-21:00
May 26 <sup>th</sup> (Sat)	Exhibition and Event Stage Performance	10:00-18:00
	Tourism product seminar	14:00-18:00
May 27 <sup>th</sup> (Sun)	Exhibition and Event Stage Performance	10:00-18:00
	Tourism product seminar	14:00-18:00
May 28 <sup>th</sup> (Mon)	Exhibition and Event Stage Performance	10:00-18:00
	Booth clearance/Exhibit exit	18:00-23:00

\*The Event Host reserve rights to modify and change the above event schedule content and times



## Booth Size and Rent

Basic equipments and outfits provided for standard booths	
A. 3 face white wall partition and support	
B. Equipment	1. Reception table ( 100cmX50cm )
	2. Projector light ( power included ) 100W
	3. Foldable chair
	4. Carpet
	5. Participant Name Billboard
C. Power supply handled by event appointed booth contractor	
D. Power usage exceeding basic outfit are charged separately	
Does not include booth partitioning equipment	
A. Does not include equipped empty space, power supply handled by event appointed booth contractor	
B. Event provides basic power (500W per booth), for dynamic power usage or custom lighting equipment, power usage are separately charge, please contact event appointed contractor	

Booth type	Specifications	Booth rental	Remarks
Standard	Include basic equipments and outfits	<b>2,200 USD</b>	Booth Unit Size: 9 m <sup>2</sup> (3m x 3m)
W/O Partition	Empty booth, min. rent area at 36 m <sup>2</sup> , (i.e. 4 booths)	<b>2,000 USD</b>	Booth Unit Size: 9 m <sup>2</sup> (3m x 3m)
Extra tall booth application	Extra tall booth construction (over 4m) fee is calculated and charged at 36 m <sup>2</sup> as 1 unit, at 3,300 USD fee per unit		
Double deck	Per booth: 9 m <sup>2</sup>	<b>Extra 650 USD fee</b>	Applications are eligible when renting 4 more ore booths

### 《 Note 》

Applicants of dual corner booths are prioritized in preference of renting 4 or more booths, payment upfront.

Applicants with 3 or less booths make extra payments after choosing corner locations.

Availability of corner booths is limited; Event Host cannot guarantee arrangements in advance. Availability of corner booths is dependent on floor plan and booth rental condition.

Paid participants unable to obtain corner positions shall receive full refund at no interest within 7 working days after booth confirmation.

●**Related details on Double deck booth application (please contact event window)**



## **Participation Method**

### **Application Procedures**

- 1.Application:** Application starts from 2011 October 1<sup>st</sup> by first-come-first served basis, apply by fax or mail.
- 2.Approval:** Event Host reserve the right to accept or reject applications based on exhibit's quality and applicants' past exhibition track records.
- 3.Payment:** Please make full payment of all fees within one week of approval to complete the application procedure; late payments are viewed as automatic forfeits of exhibition eligibility.

### **Payment methods**

By cheque: Dated 2012 January 20th

Titled "Taipei City Travel Business Industries Association" and stated "Not negotiable"

Mailing address  No. 20, 6th Floor, Siping Street, Taipei, 10458

No. 552, 11th Floor, Chung Hsiao East Road, Taipei, 11081

Bank wire: Account name "Taipei City Travel Business Industries Association"

Bank: "Mega International Commercial Bank Foreign Department"

Account number: "007-13-36179-2"

Please fax remittance slip with name of company/department to application window.

Travel Association application fax: 011-886-2-2541-5825, Top Link International Exhibition application fax: 011-886-2-2759-6067

### **Cancellations and refunds**

If for certain reasons an applicant who has registered, paid, and completed application procedures must make a cancellation, the applicant must write an official application cancellation letter to the event Event Host.

Applicants cancelling before 2012 February 10<sup>th</sup> will be refunded 50% of booth fees, refunds will be made after the end of the exhibition. Applicants applying for cancellation after February 11<sup>th</sup> will not be refunded.

### **Participation confirmation**

Quality approval procedures will be immediately carried out after the Event Host have received applicants' application details. Participation confirmation letters will be emailed to the mailboxes of main contact windows of the application. The Event Host reserve the ultimate right of exhibition approval.

### **Booth distribution**

Exhibition booths are organized by the Event Host, and the Event Host reserve the ultimate right to allocate exhibitors' booths.

Booth allocation order: allocated by section, exhibitors with most number of booths have booth selection priorities. When booth numbers are equal priority is determined by ballot draw.

Exhibitor booth allocation meeting will be held within the first half of March 2012. Event Host will notify location and time by mail.

At the exhibitor booth allocation meeting the Event Host will draw ballot for no-show exhibitors, the corresponding exhibitors cannot object otherwise.

### **Erection of Stage, Light, and Sound**

Exhibitors with 4 or more booths are eligible to apply.

Stage erection shall make inward retraction of 1.5 meters.

Volume must not exceed 80db. (Utilization of amplifiers, speakers, and microphones must not directly affect other booths)

Session scheduling must consult and accommodate event coordination.

Violators of rules will be processed according to announcements made by exhibitor coordination committee.

### **Other matters**

The Event Host reserve the ultimate right to adjust or alter the number or size of booths applied by exhibitors.

In the event of force majeure, the Event Host reserve the ultimate right to change the time or location of the event, participating exhibitors cannot object otherwise.

Rules on working pass and ticket vouchers: 5 working passes per booth, with additional 5 per booth, application for extra passes can be made at 10 USD per pass; 20 VIP passes per booth, with additional 5 per booth. (So on and so forth)



**2012 5/25~5/28 Taipei Tourism Exposition Application Form**
**Applicant Info and Booth rental**

Name of Company/Body			Invoice to	
			Unified Business No.	
Owner/Responsible Person	Name		Job Title	
Undertaker/ Contact window	Name		Job Title	
	Telephone	Extension	Mobile phone	
	E-mail			

Booth Type	Booth rental	Minimum rental		Booths	Exhibition Fee Total ( USD )
		Booths	Area size		
Standard booth(w/partition)	2,200 USD	1	9 m <sup>2</sup>	qty	
W/o partition	2,000 USD	4	36 m <sup>2</sup>	qty	
Extra tall construction application	Extra tall booth construction (over 4m) fee is calculated and charged at 36 m <sup>2</sup> as 1 unit, at 3,300 USD fee per unit (tax inc)			Units	
Double Deck	Extra 650 USD fee per 9m <sup>2</sup> (must have rented 36 m <sup>2</sup> or more)				
☹Telephone and ADSL application: Temporary telephone ___line(s) (150 USD/line ); ADSL ___line(s) (250 USD/line)					
<b>Exhibition Fee Total:</b>					USD
Payment	<input type="checkbox"/> Bank Wire		<input type="checkbox"/> Cheque		
Event Lucky Draw Prize Sponsorship	<input type="checkbox"/> Willing to sponsor		<input type="checkbox"/> Unable to sponsor		
	<input type="checkbox"/> Sponsored Item		Item:		Qty:
	Note 1. Prizes will be distributed over 4 prize draw events, so please use 4 as multiplier Note 2. Sponsors for the event lucky draw will be listed on the event website's list of sponsors				
Other requests					
We agree to participate in the "2012 Taipei Tourism Exposition" and abide by all aforementioned rules provided, in the case of violations, we will be responsible for all legal Responsibilities and damages.					
Representative stamp: <b>Company stamp</b> / <b>Owner/Responsible Person Stamp</b>					
Registration hotline	<input type="checkbox"/> 011-886-2-2531-2191 Ext:		Travel Association application fax: 011-886-2-2541-5825		Event manager

## 2012 Taipei Tourism Exposition

### Advertisement Publication Application Form

1. Advertisement Promotion Sponsorship Application 《 We have decided to sponsor, please reserve for us the following advertisement promotion sections 》

Company name: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Exhibition undertaker: \_\_\_\_\_ Job Title: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

Address: \_\_\_\_\_ Unified Business No.: \_\_\_\_\_

Item	Spec and Qty	\$ Total
Total		

### 2. Advertisement Promotion Sponsorship Spec

Item	Spec	Dimension (WxH) cm	Est. Qty	Purpose	Sponsorship
<b>Exhibition Guide (19*26cm)</b>	Cover	19 X 26	20,000	Promotion	1,650 USD
	Color page -1/2pg	19 X 13			650 USD
	Color page- full pg	19 X 26			1,200 USD
	Inside cover	19 X 26			1,650 USD
<b>Tickets</b>	Advertising on reverse side	Ad: L 15cm x W 9cm Dim: L 21cm x W 9cm	100,000	Entry ticket	3,300 USD
<b>Lamp flag</b>	1/5 bottom	60.5X32	800	Advertising	2 sponsors per set at 3,300 USD per sponsor Total 2 sponsor
<b>Carry bag</b>	Bag surface x1side Bag seal x1 side	Bag surface 45X33 Bag seal 8X33	Est. 9000 pc shared by 3 sponsor	Promotion Random gift	3000pc per sponsor 2,000 USD per sponsor
<b>Hall light-box</b>	Light-box x1	300X250	1	Promotion Event notice	1 sponsor 3,300 USD

## Event Rules

Exhibitors must strictly abide by “Event Rules”, violators ignoring Event party’s advice will be immediately banned from exhibition grounds.

### General Rules

1. Only one exhibitor is allowed per application, joint applications are not accepted (eg. with bank, or wedding photography). The Event Host reserves the right to forfeit violators’ booth and deposit.

2. Deposits are none refundable; for exhibitors cancelling after booths are allocated, their exhibition fees will be forfeited for event use.

3. Rented booths cannot be privately transferred or be used by parties other than the name stated on the application (including sponsorship name). Violators’ booths will be immediately forfeited by Event Host, and the violating exhibitor will be banned from the exhibition.

4. Exhibits must correspond to the exhibition theme. Product displays must be in relation to the theme of this event, other types of displays are not allowed. Violators will be immediately banned from the exhibition, and exhibition fees will be forfeited.

5. In cooperation with government’s measures on anti-piracy, the event prohibits the false displays, imitations, or products infringing upon the copyright, patent, or trademark of their legitimate owners.

6. Violators who are found to knowingly exhibit products that are false displays, or items infringing upon the copyright, patent, or trademark of their legitimate owners will be banned immediately with exhibition fees forfeited. Products involved in infringement of trademarks, patents, or copyrights will be prohibited from this exhibition, and the exhibitors may not object otherwise. If the Event Host suffers case involvement or other damages, the corresponding exhibiting company shall be liable for full responsibility and damages.

7. The Event Host reserves the right to change exhibition date and location, if for reasons of force majeure the date and location must be changed, the Event Host will not refund paid payments, nor will the Event host be liable to any damages or responsibilities.

8. The Event party reserves the right to adjust exhibitors’ booth size and number.

Exhibitors must not produce noise over 80db during the event. Smoke, gas, dust, smell, pungent gases, or volatile organic solvent pollutants produced by demonstrating or operating exhibits shall be equipped with pollution treatment facilities and properly treated without affecting neighboring booths and the exhibition, otherwise such demonstration or operations shall be banned immediately.

9. If photography or video recording of exhibits taken by visitors are not allowed then please setup “no photo” or “no recording” signs in Chinese and English. Please try to accommodate press (personnel with PRESS pass) for promotional purposes.

### Exhibition Ground Order

1. Exhibitors’ exhibits are limited to the confines of their respective booths. Promotional items such as exhibits, promotions, catalogues, publications, or souvenirs are prohibited in areas outside of exhibitor’s booths, such as public facilities, walkways, walls, or pillars. Violators are subject to removal by Event Host.

2. Explosives, flammables, or other hazardous items and contrabands are prohibited from entering the exhibition, once discovered the Event Host can remove such items from the event grounds and the exhibitor shall be held full liable for all responsibilities and damages.

A large, stylized logo for the 2012 Taipei Tourism Expo. It features a globe with various landmarks and buildings around it, and the text '2012 Taipei Tourism Expo' in a bold, white font.

### 3.Safety Insurance:

- (1) During exhibition period (including pre-exhibition renovation and post-exhibition exit) the Event Host personnel are responsible for controlling the exhibition entrance and exit, maintain public order during personnel and exhibit entry and exit, only that exhibitor shall have dedicated personnel for product, renovating materials, and engineering facilities. Valuables shall be privately insured and hire dedicated security, the Exhibition Host will not be responsible for any loss or damages.
- (2) Exhibitors shall privately ensure fire, theft , flood, public liability (including additional insurance for natural disasters such as typhoons, earthquakes, floods, heavy rain and other natural disasters) insurances for their exhibits and renovating materials from the moment they enter the exhibition grounds until their exit upon the end of the exhibition; Event host will not be liable or responsible for damages for any exhibits during the aforementioned period suffering loss or damages in the exhibition grounds.
- (3) If during the exhibition periods, facilities, objects, and exhibits within exhibitors' booths (including pre-exhibition renovation and post-exhibition periods) that cause the exhibitor's personnel or third party to suffer fatality or loss of property due to placement, operation, insufficient maintenance or management, the exhibitor causing such losses shall be legally responsible for all liabilities and damages.
- (4) Ground access by pass: Exhibitors shall obtain identification from the reception desk when exhibits enter grounds, during exhibition period pass must be worn to access exhibition grounds.
- (5) Other than the Event Host, no party shall disseminate flyers, engage in promotional events, or place company or personal items in public areas.

### Violation Procedures

Exhibitors violating these rules and ignore advice from Event Host for more than two times or if urgent circumstances prohibits advice, the Event Host may take measures to cut water, power supply, or ban the exhibitor. If this provision requires amendment, the Event Host shall make amendments accordingly.

### Points for attention

Contracts of adhesion: Sales of gift vouchers, accommodation vouchers, or SPA vouchers during the exhibition must meet the provisions of "Guidelines on the Contents of Tourism Hotel Merchandize (services)

Gift Voucher Contracts of Adhesion", and submit photocopies along with application for approval.

#### ●Standard form contract

A : If exhibitors wish to sell coupons, accommodation tickets, sauna tickets, meal tickets etc, one must follow relevant regulations of "items that can and cannot be recorded in a tourist product or service coupon", and provide photocopies of these coupons when registering.

B: According to the regulations of January 14th, 2010 of the Tourism Bureau, Ministry of Transport and Communications, only proprietors of tourist accommodations and hotels will be allowed to distribute hotel coupons for tourists so as to prevent misunderstanding between the coupon distributors and service providers. Additionally, if a third party was delegated for the sales of these coupons, then the name of the third party, duration of delegated sales and the delegator's agreement (with a document checking number) to protect and guarantee consumer rights.

C: For relevant regulations please visit the website of Tourism Bureau, Ministry of Transport and Communications.  
The names of the exposition and contents within this proposal are for the purposes of "prediction and planning". The actual title of the exposition, its contents, advertisements and announcements would be adjusted according to the situation of business of solicitation.

